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NATIONAL TREND OF BUSINESS

Lodging Industry

A SERVICE TO THE CLIENTS OF LAVENTHOL & HORWATH

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NOVEMBER 1984 COMPARED WITH NOVEMBER 1983

OCCUPANCIES DECLINE AGAIN; LEVELING OFF OF DEMAND SEEN

For the second consecutive month the national occupancy rate declined when compared with the same month of the preceding year, falling 3.0 percent below November 1983. Occupancy drops were reported in most segments of the industry, with the Southeast and South Central regions experiencing the most significant declines at 6.1 percent and 7.6 percent respectively. This is the first time since July and August of 1983 that we have reported declines in occupancy in succeeding months. For the year, most segments of the industry are ahead of 1983's pace, however, resort operators and those located in the Southeast have reported declining occupancies throughout most of the year.

November was also a difficult month for Food & Beverage operations, as the number of covers served was 3.9 percent below the same month of the preceding year. However, the food and bewverage operations were able to generate additional revenue by raising prices. For the month, average receipt's per cover rose 5.6 percent, resulting in an increase in total sales of 2.7 percent.

The leveling off of occupancy rates for the past several months was not anticipated, consequently, our projections for the period have been above occupancies actually reported. For the next several months we anticipate that this pattern will continue. But with the economy continuing to display strength, we expect occupancies to begin to rise late in the first quarter of 1985.

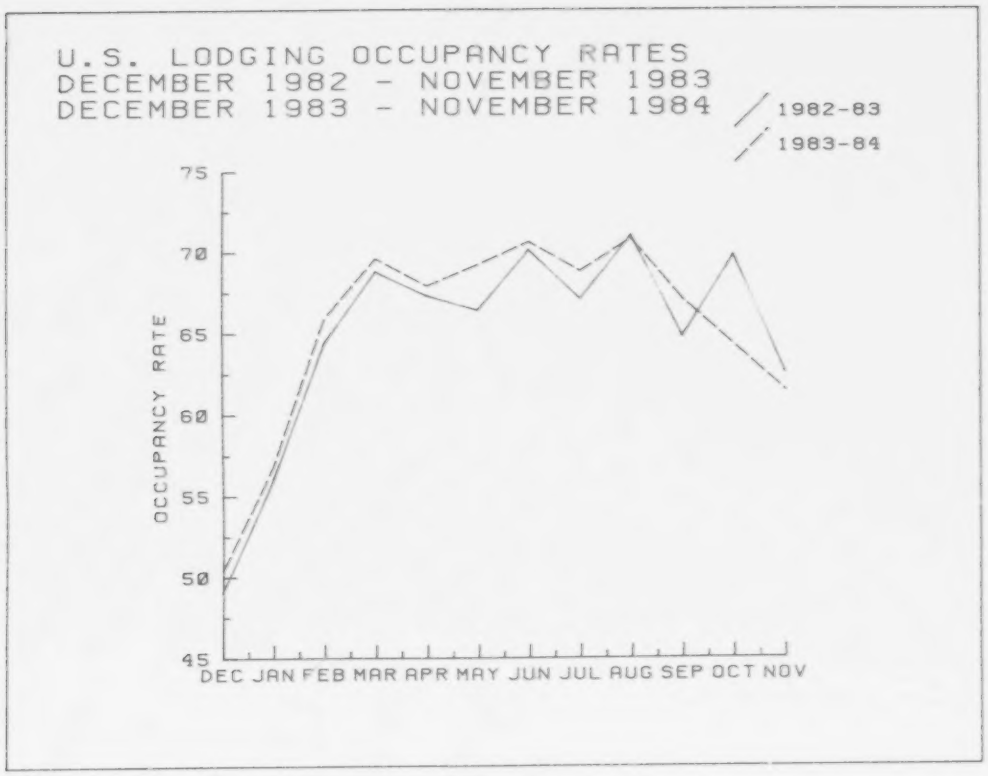
		Projections	Actual Last Year
January	1985	56-58%	56.9%
February	1985	64-66%	65.9%
March	1984	69-71%	69.6%

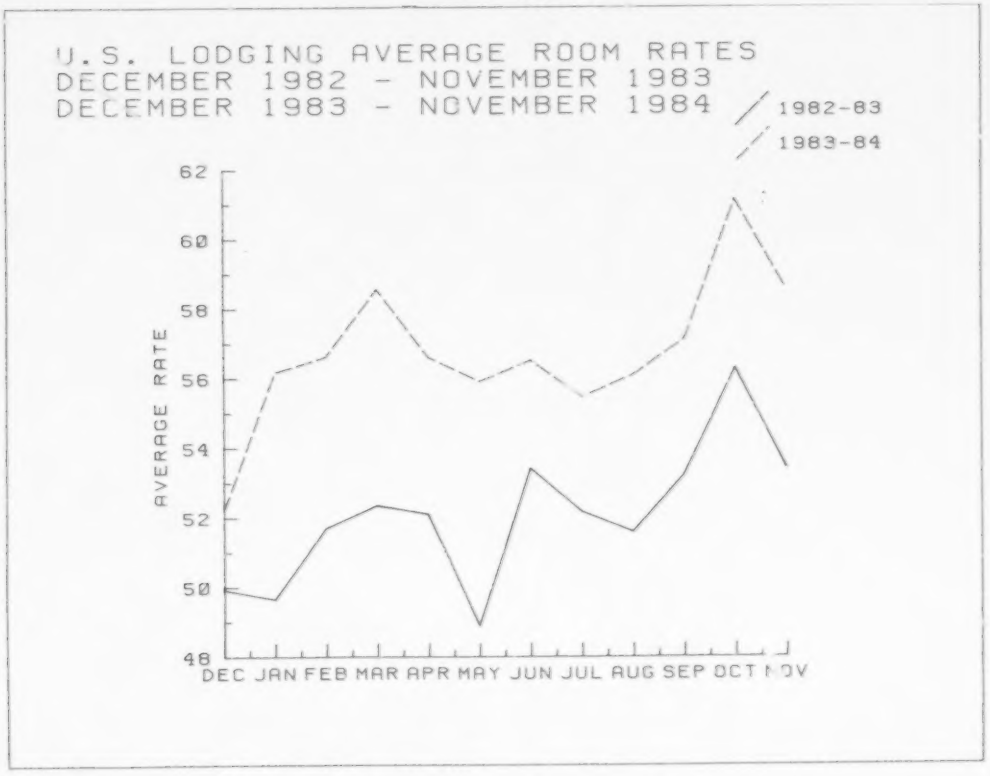
SEASONALLY ADJUSTED OCCUPANCY RATES FOR THE MAJOR CLASSIFICATIONS

	This Month	Percentage Changes*
TOTAL U.S.A.	65.5%	-1.3%
AFFILIATION:		
Chain	66.1	-2.5
Independent	66.2	5.2
AREA: Northeast	73.8	-1.1
Southeast	64.1	-0.3
North Central	64.8	-1.6
South Central	56.2	-8.9
West	63.4	-7.9
LOCATION:		
Center City	65.4	-2.8
Suburban	62.6	-3.5
Highway	67.2	1.9
Airport	70.0	-3.8
Resort	64.1	3.8
SIZE:		
Under 150 rooms	65.8	1.3
150 to 299 rooms	63.7	-5.3
300 to 600 rooms	62.5	-1.8
Over 600 rooms	68.0	-2.4
TYPE:		
Hotel	65.3	-1.6
Motor Hotel	65.1	-0.7
Economy	70.8	3.3

* FROM PREVIOUS MONTH

Mark Lomanno, Senior Research Associate
Marsha Cassidy, Research Associate
Research and Development


U.S. LODGING OCCUPANCY RATES
DECEMBER 1982 - NOVEMBER 1983
DECEMBER 1983 - NOVEMBER 1984
1982-83
1983-84
OCCUPANCY RATE
75
70
65
60
55
50
45
DEC JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV


U.S. LODGING AVERAGE ROOM RATES
DECEMBER 1982 - NOVEMBER 1983
DECEMBER 1983 - NOVEMBER 1984
1982-83
1983-84
AVERAGE RATE
62
60
58
56
54
52
50
48
DEC JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV

TREND REPORT NOVEMBER 1984 COMPARED WITH NOVEMBER 1983

	SALES PERCENT CHANGE				OCCUPANCY PERCENT		DOUBLE OCCUPANCY PERCENT		ROOM SALES PER OCCUPIED ROOM		TOTAL SALES PER OCCUPIED ROOM	
	TOTAL	ROOMS	F&B	OTHER	NOV	% CHG	NOV	% CHG	NOV	% CHG	NOV	% CHG
TOTAL	4.3	4.8	2.7	6.5	61.5	-3.0	47.1	-3.5	$ 58.52	7.3	$ 90.35	6.8
REGION:												
Northeast	7.9	9.3	4.5	10.0	75.3	0.7	38.0	3.5	$ 90.66	7.8	$138.93	6.4
Southeast	2.0	1.5	1.9	6.8	60.3	-6.1	70.2	-8.2	52.40	8.0	84.22	8.5
North Central	6.0	8.6	1.7	2.1	58.4	0.2	38.9	2.1	42.95	8.5	66.91	6.0
South Central	-1.5	-3.3	1.6	3.9	53.8	-7.6	37.4	4.2	50.42	3.1	77.01	4.9
West	7.2	9.3	2.8	6.1	65.3	1.1	42.1	-3.4	56.02	7.1	83.65	5.1
AFFILIATION:												
Chain	3.0	4.0	0.7	3.5	62.0	-3.3	44.8	-3.7	$ 57.72	7.5	$ 87.59	6.5
Independent	9.5	8.4	10.2	17.5	59.4	-1.3	56.4	-4.1	62.24	6.0	103.11	7.1
LOCATION:												
Center City	5.7	6.6	3.6	7.6	65.7	-0.9	39.5	2.1	$ 78.98	7.1	$122.66	6.3
Suburban	2.6	3.4	0.8	3.7	58.4	-4.3	37.1	-5.4	48.35	7.4	75.00	6.6
Airport	7.4	9.0	3.6	10.4	64.9	-1.2	32.0	4.2	51.93	8.8	77.69	7.3
Highway	0.4	0.2	-0.7	11.4	59.1	-5.1	61.7	-4.6	38.00	5.1	50.26	5.3
Resort	2.6	2.2	3.3	2.4	56.9	-4.5	79.7	-8.8	60.19	5.9	108.04	6.4
SIZE:												
Under 150 Rooms	4.6	5.2	1.6	13.4	59.4	-0.7	50.5	-4.7	$ 37.45	6.2	$ 49.77	5.6
150 - 299 Rooms	3.8	4.0	2.7	8.3	58.8	-4.1	41.6	-3.5	49.08	7.7	76.05	7.5
300 - 600 Rooms	4.1	5.1	2.0	5.9	59.9	-1.8	47.4	-5.0	64.01	6.3	103.50	5.3
Over 600 Rooms	4.6	5.1	3.6	4.4	70.0	-4.5	50.8	-1.7	85.53	8.6	134.54	8.1
TYPE:												
Hotel	5.1	6.0	3.0	7.7	63.6	-1.5	42.5	-2.3	$ 72.08	7.3	$117.87	6.4
Motor Hotel	2.4	2.6	2.0	2.3	59.0	-5.3	50.8	-5.4	45.11	7.0	63.13	6.8
*Economy	2.3	2.9	-9.7	-2.4	60.5	-0.5	73.8	-0.9	29.85	3.5	32.06	3.0

* Economy data are based on a sample of properties from the National Trend of Busines in the Economy Lodging Industry

YEAR TO DATE TREND REPORT - AS OF NOVEMBER 1984

	SALES PERCENT CHANGE				OCCUPANCY PERCENT		DOUBLE OCCUPANCY PERCENT		ROOM SALES PER OCCUPIED ROOM		TOTAL SALES PER OCCUPIED ROOM	
	TOTAL	ROOMS	F&B	OTHER	NOV	% CHG	NOV	% CHG	NOV	% CHG	NOV	% CHG
TOTAL	8.5	9.6	5.7	10.8	67.4	1.5	52.0	-2.4	$ 56.62	7.1	$ 85.77	6.1
REGION:												
Northeast	10.4	11.8	6.7	14.0	72.7	2.4	40.5	2.0	$ 80.36	9.7	$121.22	8.3
Southeast	5.2	5.1	4.1	10.6	68.2	-2.6	81.8	-3.7	55.95	7.2	87.02	7.3
North Central	9.9	12.0	5.8	11.0	65.7	4.8	40.9	-1.4	44.24	6.1	68.83	4.1
South Central	8.2	9.5	5.5	6.3	62.0	1.5	40.4	3.9	50.46	5.4	74.45	4.2
West	9.6	10.8	6.6	11.9	71.5	2.4	49.8	-3.9	56.24	7.7	83.43	6.5
AFFILIATION:												
Chain	7.9	9.2	4.5	9.3	68.3	1.5	48.8	-2.0	$ 55.40	7.2	$ 82.18	5.8
Independent	10.9	11.1	9.7	15.4	63.7	1.6	64.1	-3.5	62.03	6.8	101.68	6.6
LOCATION:												
Center City	11.3	12.9	7.5	12.4	66.4	3.4	43.9	2.8	$ 71.26	8.2	$108.30	6.6
Suburban	6.6	8.2	3.5	8.3	66.1	1.4	41.3	-3.3	47.84	5.6	73.12	4.2
Airport	8.4	10.3	4.4	8.7	71.8	3.2	31.9	-2.7	51.30	6.5	76.98	4.7
Highway	4.1	4.6	2.1	3.9	67.7	-0.9	64.2	-4.3	39.50	4.7	52.24	4.2
Resort	7.5	7.3	6.8	12.9	66.7	-1.2	91.4	-3.5	67.49	7.3	114.11	7.4
SIZE:												
Under 150 Rooms	7.1	7.9	4.3	7.0	67.6	2.4	61.5	-2.2	$ 38.63	5.3	$ 51.08	4.5
150 - 299 Rooms	7.2	8.6	3.8	7.9	67.2	1.2	45.7	-3.2	49.24	6.2	73.82	4.8
300 - 600 Rooms	7.4	8.3	4.9	12.5	65.4	1.1	51.9	-4.1	63.39	6.3	101.92	5.4
Over 600 Rooms	11.6	12.8	9.0	12.4	69.7	0.6	54.2	-	80.58	9.9	124.53	8.8
TYPE:												
Hotel	9.7	11.0	6.6	12.3	67.5	2.7	47.9	-0.4	$ 68.22	7.2	$109.75	5.9
Motor Hotel	6.3	7.4	2.9	6.1	67.3	-0.3	56.0	-4.3	45.55	6.5	62.70	5.4
Economy	3.9	4.4	-3.3	-5.2	67.0	1.1	75.6	-3.1	30.69	3.5	33.05	3.0

- NO CHANGE

FOOD AND BEVERAGE REPORT - NOVEMBER 1984 COMPARED WITH NOVEMBER 1983

	F&B SALES PER OCCUPIED ROOM		AVERAGE RECEIPT PER COVER		FOOD COST PERCENT OF FOOD SALES		BEV COST PERCENT OF BEV SALES		F&B PAYROLL PERCENT OF F&B SALES		F&B PAYROLL PER COVER		NUMBER COVERS SERVED
	1984	1983	1984	1983	1984	1983	1984	1983	1984	1983	1984	1983	% CHG
TOTAL	$35.56	$33.69	$ 9.99	$ 9.46	0.32	0.33	0.21	0.22	46.0	45.4	$ 6.53	$ 6.06	-3.9
REGION:													
Northeast	$47.99	$46.56	$12.77	$12.40	0.27	0.27	0.19	0.18	48.6	46.5	$ 8.97	$ 8.35	2.8
Southeast	30.84	28.42	9.59	8.76	0.32	0.34	0.22	0.24	43.7	43.8	6.01	5.39	-8.8
North Central	31.87	31.39	7.60	7.13	0.35	0.36	0.22	0.22	42.1	42.3	4.06	3.95	-1.3
South Central	30.66	28.37	9.21	8.96	0.35	0.36	0.23	0.24	45.8	46.8	6.74	6.36	-10.8
West	36.24	35.35	10.24	9.85	0.33	0.33	0.22	0.22	48.2	47.0	6.46	6.15	-0.1
AFFILIATION:													
Chain	$32.41	$30.92	$ 9.66	$ 9.18	0.32	0.32	0.21	0.21	46.7	45.3	$ 6.44	$ 5.93	-4.2
Independent	53.33	50.74	11.21	10.52	0.33	0.34	0.23	0.23	43.3	45.9	6.93	6.64	-2.9
LOCATION:													
Center City	$42.49	$40.89	$11.77	$11.33	0.29	0.30	0.19	0.20	47.0	46.9	$ 7.83	$ 7.45	-2.6
Suburban	30.08	28.57	8.16	7.75	0.36	0.37	0.23	0.24	47.7	45.5	5.50	5.02	-3.4
Airport	26.19	25.44	8.77	8.20	0.33	0.34	0.23	0.26	46.7	46.1	5.76	5.48	1.3
Highway	21.14	19.63	6.97	6.52	0.36	0.38	0.23	0.23	39.4	39.7	3.82	3.42	-8.5
Resort	48.25	44.45	10.38	9.57	0.34	0.35	0.23	0.23	42.0	41.6	6.00	5.28	-5.9
SIZE:													
Under 150 Rooms	$30.88	$30.18	$ 7.15	$ 6.77	0.38	0.39	0.25	0.25	40.9	39.7	$ 3.83	$ 3.54	-2.2
150 - 299 Rooms	27.08	25.47	8.37	7.90	0.34	0.35	0.23	0.23	45.2	44.4	5.47	5.02	-4.2
300 - 600 Rooms	37.11	35.87	10.58	10.10	0.32	0.34	0.21	0.23	48.6	47.7	7.24	6.87	-0.4
Over 600 Rooms	46.79	43.62	12.37	11.59	0.29	0.29	0.19	0.19	45.6	45.5	7.97	7.27	-7.7
TYPE:													
Hotel	$43.17	$41.28	$10.92	$10.29	0.31	0.32	0.21	0.21	46.6	46.2	$ 7.24	$ 6.70	-4.6
Motor Hotel	22.79	21.42	7.75	7.43	0.35	0.36	0.22	0.23	43.5	42.4	4.79	4.47	-1.3

* INSUFFICIENT RESPONSE

YEAR TO DATE FOOD AND BEVERAGE REPORT - AS OF NOVEMBER 1984

	F&B SALES PER OCCUPIED ROOM		AVERAGE RECEIPT PER COVER		FOOD COST PERCENT OF FOOD SALES		BEV COST PERCENT OF BEV SALES		F&B PAYROLL PERCENT OF F&B SALES		F&B PAYROLL PER COVER		NUMBER COVERS SERVED
	1984	1983	1984	1983	1984	1983	1984	1983	1984	1983	1984	1983	% CHG
TOTAL	$32.10	$31.02	$ 9.13	$ 8.67	0.33	0.34	0.22	0.22	45.5	44.6	$ 5.85	$ 5.51	0.5
REGION:													
Northeast	$39.55	$37.75	$11.53	$10.91	0.30	0.31	0.20	0.20	48.8	47.9	$ 8.19	$ 7.79	2.3
Southeast	30.34	28.39	9.03	8.60	0.34	0.34	0.22	0.22	42.7	41.5	5.68	5.23	-1.3
North Central	31.06	31.01	7.62	7.41	0.34	0.35	0.22	0.22	43.3	43.0	4.39	4.27	3.2
South Central	26.50	26.23	8.39	7.88	0.35	0.35	0.22	0.22	46.4	46.1	5.59	5.35	-1.4
West	35.17	33.98	9.41	8.80	0.34	0.34	0.22	0.22	45.9	44.5	5.61	5.09	0.1
AFFILIATION:													
Chain	$28.86	$28.10	$ 8.88	$ 8.46	0.33	0.33	0.21	0.21	45.7	44.8	$ 5.87	$ 5.54	0.4
Independent	48.43	46.16	9.89	9.29	0.35	0.35	0.23	0.23	44.7	44.1	5.80	5.43	0.9
LOCATION:													
Center City	$35.61	$34.66	$10.54	$ 9.90	0.31	0.32	0.20	0.21	49.1	48.7	$ 7.28	$ 6.91	0.8
Suburban	28.01	27.73	7.98	7.71	0.35	0.35	0.22	0.23	43.9	42.6	4.95	4.68	1.6
Airport	25.93	25.58	8.14	7.77	0.34	0.34	0.22	0.22	44.3	43.3	5.08	4.80	0.7
Highway	21.34	20.48	6.76	6.24	0.36	0.36	0.23	0.23	39.3	39.2	3.59	3.32	-3.8
Resort	46.32	43.14	9.69	9.35	0.35	0.34	0.22	0.22	40.4	39.1	5.40	5.01	1.2
SIZE:													
Under 150 Rooms	$28.48	$27.91	$ 6.93	$ 6.61	0.38	0.39	0.25	0.25	39.9	39.4	$ 3.79	$ 3.56	-0.6
150 - 299 Rooms	25.39	24.93	7.78	7.40	0.35	0.35	0.23	0.23	43.2	42.4	4.71	4.45	-0.5
300 - 600 Rooms	36.01	34.92	9.45	9.05	0.34	0.34	0.22	0.22	47.3	45.9	6.23	5.65	0.9
Over 600 Rooms	39.36	37.18	11.65	10.95	0.30	0.31	0.19	0.19	46.9	46.5	7.81	7.42	2.1
TYPE:													
Hotel	$38.22	$37.12	$ 9.85	$ 9.35	0.33	0.33	0.21	0.21	46.5	45.7	$ 6.43	$ 6.08	1.1
Motor Hotel	21.82	21.19	7.25	6.92	0.36	0.36	0.22	0.22	41.8	40.7	4.34	4.08	-0.6

TWELVE MONTH TREND REPORT - AS OF NOVEMBER 1984

	SALES PERCENT CHANGE				OCCUPANCY PERCENT		DUUBLE OCCUPANCY PERCENT		ROOM SALES PER OCCUPIED ROOM		TOTAL SALES PER OCCUPIED ROOM	
	TOTAL	ROOMS	F&B	OTHER	NOV	% CHG	NOV	% CHG	NOV	% CHG	NOV	% CHG
TOTAL	8.5	9.6	5.7	10.5	65.9	1.5	51.8	-2.3	$ 56.25	7.0	$ 85.81	5.9
REGION:												
Northeast	10.4	11.7	6.8	13.8	71.4	2.6	40.4	2.0	$ 80.00	9.5	$121.55	8.2
Southeast	5.1	5.0	4.0	10.2	66.9	-2.6	81.6	-3.4	55.56	7.1	86.86	7.1
North Central	10.0	12.1	5.9	11.4	63.9	5.1	40.9	-1.2	43.97	6.0	69.11	4.0
South Central	8.0	9.3	5.3	5.8	60.6	1.5	40.1	2.8	50.10	5.2	74.43	3.9
West	9.6	10.9	6.8	11.5	69.8	2.6	49.7	-3.1	55.81	7.6	83.32	6.5
AFFILIATION:												
Chain	7.8	9.2	4.6	8.9	66.7	1.5	48.6	-2.0	$ 55.05	7.0	$ 82.24	5.7
Independent	10.8	11.1	9.4	15.4	62.4	1.8	63.9	-3.5	61.62	6.7	101.69	6.4
LOCATION:												
Center City	11.0	12.7	7.3	12.1	64.7	3.4	43.9	2.8	$ 70.78	8.0	$108.65	6.4
Suburban	6.7	8.3	3.5	7.7	64.7	1.7	41.3	-2.8	47.59	5.5	73.15	4.0
Airport	8.3	10.1	4.6	7.5	70.3	3.2	31.8	-2.2	50.92	6.3	76.96	4.5
Highway	4.4	4.9	2.6	4.1	66.3	-0.6	63.7	-4.2	39.23	4.7	52.09	4.2
Resort	7.5	7.3	6.7	13.1	65.4	-1.1	91.4	-3.4	67.12	7.3	113.95	7.4
SIZE:												
Under 150 Rooms	7.1	7.9	4.3	7.2	65.9	2.6	61.2	-2.1	$ 38.37	5.1	$ 50.97	4.3
150 - 299 Rooms	7.2	8.7	3.9	7.6	65.7	1.5	45.6	-3.2	48.97	6.1	73.95	4.6
300 - 600 Rooms	7.3	8.2	4.9	12.4	64.0	1.1	51.7	-4.1	62.98	6.2	101.98	5.3
Over 600 Rooms	11.5	12.6	8.9	12.1	68.4	0.7	54.1	0.6	79.97	9.7	124.60	8.6
TYPE:												
Hotel	9.5	10.9	6.6	12.1	66.0	2.6	47.9	-0.2	$ 67.85	7.0	$110.09	5.7
Motor Hotel	6.4	7.6	2.9	5.9	65.9	-	55.6	-4.3	45.22	6.5	62.52	5.2
Economy	3.8	4.4	-3.2	-4.9	65.0	1.2	74.7	-3.2	30.57	3.5	32.98	2.9

- NO CHANGE

TWELVE MONTH FOOD AND BEVERAGE REPORT - AS OF NOVEMBER 1984

	F&B SALES PER OCCUPIED ROOM		AVERAGE RECEIPT PER COVER		FOOD COST PERCENT OF FOOD SALES		BEV COST PERCENT OF BEV SALES		F&B PAYROLL PERCENT OF F&B SALES		F&B PAYROLL PER COVER		NUMBER COVERS SERVED
	1984	1983	1984	1983	1984	1983	1984	1983	1984	1983	1984	1983	% CHG
TOTAL	$32.65	$31.58	$ 9.22	$ 8.76	0.33	0.34	0.22	0.22	45.3	44.6	$ 5.92	$ 5.59	0.6
REGION:													
Northeast	$40.45	$38.62	$11.73	$11.09	0.30	0.31	0.20	0.20	48.5	47.8	$ 8.31	$ 7.90	2.0
Southeast	30.58	28.68	9.07	8.65	0.34	0.34	0.22	0.22	42.4	41.2	5.72	5.28	-1.3
North Central	31.82	31.82	7.73	7.51	0.34	0.35	0.22	0.22	43.1	42.8	4.45	4.33	3.4
South Central	26.99	26.77	8.46	7.98	0.35	0.35	0.22	0.22	46.4	46.2	5.66	5.43	-1.0
West	35.69	34.43	9.45	8.85	0.34	0.34	0.22	0.22	46.1	44.6	5.68	5.16	0.4
AFFILIATION:													
Chain	$29.42	$28.64	$ 9.00	$ 8.57	0.33	0.33	0.21	0.21	45.6	44.7	$ 5.95	$ 5.63	0.5
Independent	49.11	46.90	9.91	9.32	0.35	0.35	0.23	0.24	44.4	43.9	5.84	5.47	1.0
LOCATION:													
Center City	$36.61	$35.68	$10.69	$10.06	0.31	0.32	0.20	0.21	48.9	48.5	$ 7.37	$ 7.00	0.8
Suburban	28.43	28.15	8.02	7.76	0.35	0.35	0.22	0.23	43.6	42.3	4.95	4.71	1.9
Airport	26.44	26.08	8.22	7.85	0.34	0.34	0.22	0.22	44.2	43.2	5.14	4.87	1.0
Highway	21.63	20.71	6.79	6.28	0.36	0.36	0.23	0.23	39.2	39.2	3.61	3.34	-3.5
Resort	46.31	43.20	9.68	9.33	0.35	0.35	0.22	0.22	40.3	39.0	5.43	5.05	1.2
SIZE:													
Under 150 Rooms	$28.84	$28.25	$ 6.95	$ 6.63	0.39	0.39	0.25	0.25	40.0	39.5	$ 3.81	$ 3.59	-0.6
150 - 299 Rooms	25.90	25.47	7.81	7.44	0.35	0.35	0.23	0.23	43.1	42.3	4.73	4.48	-0.3
300 - 600 Rooms	36.53	35.41	9.54	9.14	0.34	0.34	0.22	0.22	47.3	46.1	6.31	5.93	0.8
Over 600 Rooms	40.15	37.96	11.81	11.13	0.30	0.31	0.19	0.19	46.5	46.2	7.95	7.57	2.3
TYPE:													
Hotel	$38.98	$37.86	$ 9.96	$ 9.46	0.33	0.33	0.21	0.21	46.3	45.7	$ 6.52	$ 6.17	1.2
Motor Hotel	22.10	21.51	7.26	6.95	0.36	0.36	0.22	0.22	41.7	40.6	4.36	4.11	-0.4

* INSUFFICIENT RESPONSE